

COMMUNICATION STUDIES 634/2-02

***MA Seminar on International Communications
Winter, 2006. Wednesdays 6:15 - 9:00 p.m
Office Hours - CJ-4.325. Wednesdays: 4 - 6:00 p.m.
or by appointment.***

***Dr. Lorna Roth 848-2424 #2545
l.roth@sympatico.ca or louanar4@yahoo.ca***

COMMUNICATION STUDIES 634/2-02

MA Seminar on International Communications

Winter, 2006. Wednesdays 6:15 - 9:00 p.m

Office Hours - CJ-4.325. Wednesdays: 4 - 6:00 p.m. or by appointment.

Dr. Lorna Roth 848-2424 #2545

l.roth@sympatico.ca or louanar4@yahoo.ca

Description of Course:

Deregulation and growing internationalization of contemporary communications and information systems have redrawn traditional lines separating national political (public), technological, and commercial (private) cultural spaces. In their places are new audio-visual landscapes which are (de)linked to international co-operation and competition. The challenge for each political state is to develop a balance between the creation, distribution, exchange and protection of their cultural products in light of current globalizing forces. The challenge for all political states is to become an active player in international debates related to global governance of common public information goods and spaces.

This course will explore historical and current parameters of international communications within the global context. Its content includes: a short review of "Third and Fourth World" development and neo-colonial theories; issues of cultural and media imperialism; the UN infrastructure and its problems; the Right to Communicate movement as it emerged in UNESCO's New World Information and Communication Order (NWICO) debates (in the seventies) and as it has evolved over time to a state of what several scholars have called "Dysorder;" women and international communications; national and cultural sovereignty/transnationalism perspectives; cross-border social movements; international broadcasting (BBC, RCI, CNN, etc.); telediplomacy and the use of the World Wide Web for political constituency group building; cross-cultural audience reception research and effects theories; peace communications; the effects of disorganized capital on international communications; the role of GATT and World Trade Organization rules on (inter)national communications, global governance of common public goods such as the Internet. Other subjects will enter our debates through student presentation of "found" materials in print or other media. Many illustrative materials (case studies, videos, film texts, photographs, etc) will complement the theoretical readings and discussions.

Course Texts:

There is one compulsory textbook for this course, complemented by multiple relevant readings and screenings. Articles for the course have been photocopied and are for sale in our bookstore on the first floor of the CJ building. The book is entitled *International Communication: Continuity and Change* by Daya Kishan Thussu and is available for

your purchase at Paragraphe Bookstore on McGill College Street between Sherbrooke and President Kennedy Streets.

Assignments and Class Presentations:

Class Participation and Attendance:

Students are expected to be on time and to participate actively in class discussions, based on course readings and outside relevant materials. If you attend only half a class, you will be marked absent for the other half. More than three absences in a given term corresponds to roughly a quarter of that term. This is an unacceptable amount to miss and will be considered an automatic zero for the participation/attendance portion of your mark.

15% of Final Mark.

1. First Assignment:

Each student will be asked to write and orally present a 3-page critical analysis of either a class reading or a supplementary reading of your own choice based on the theme of the class that day. A copy of the supplementary reading you choose must be given to me and another is to put in the box at the Learning Centre at least one week ahead of time, so that classmates can read it and be prepared for discussion. Copies of the critique should be made available to each participant in the class during or after the presentation. Presentations in class are not to be read. You are expected to critically discuss the issues and lead the class debate on the themes of your selected reading. **20% of Final Mark.** Presentations will be scheduled on a weekly basis.

2. Second (Oral) Assignment (No written component):

Option A: Find an appropriate reading from literature or from another field that throws light on an issue of international communications from the perspective of humour, emotional insight, or from a feeling perspective. Provide the group with copies and be prepared to lead a 20-minute discussion of the reading.

Option B: In pairs, critically argue opposing perspectives on an important international communications issue emergent from one of the weekly readings.

Option C: Bring in a media example that can be used as evidence for, against, or in some way can speak to the theme of the week's readings. Be prepared orally to argue how the "found actuality" example fits with the readings.

15% of Final Mark.

3. Third Assignment.

Whether you choose Option A, B, or negotiate a third option with me, you will be responsible for submitting a proposal which will be valued at 10% of your final grade. Proposals due: February 8 (early date) or February 15 (late date).

Option A: Write a theoretical essay pertaining to an international communications/globalization issue and/or problem emergent from the corpus we are studying. The paper (20%) will be workshopped in class toward the end of the semester (20% of Final Mark for oral segment). Final papers due: March 29 (early date) or April 5 (late date).

Option B: Do a (multi)media project in which you focus on a problem, issue, future conception related to the international communications/globalization corpus. It must be accompanied by a written essay which has both a conceptual and applied dimension (a theoretical framework and an empirical component). Equipment for this project will not be supplied by the Department, so you will have to use IITS equipment and facilities. This project will be workshopped in the class toward the end of the semester. Media Project worth 20% and Written component worth 20% of final mark. Essay component due: March 29 (early date) or April 5 (late date).

50% of Final Mark.

Summary of Evaluation Criteria:

Class Participation: 15%

Assignment # 1: 20%

Assignment #2: 15%.

Assignment # 3: 50%: 10% proposal; 20% text or m.m. project; 20% presentation.

Please indicate to me the week before your presentation what kind of media equipment you will need, so that we can be sure you know how it works.

N.B: Please make a photocopy of your written assignments before you hand them in, just in case they become misplaced by accident: better safe than sorry. All written assignments must be handed in on time and printed in a double-spaced format (with a reasonable font size), paginated, and with your name, a title and a bibliography. **To receive the best grade, the writing must be error-free and well structured. If you have a valid reason for postponing assignment submissions, such as a death in the family or a serious illness, please contact me and we'll arrange an alternative.**

Plagiarized work will result in a failed grade. Please use a dark ribbon on your computer printers. I have a hard time seeing a weak printout.

Also please note that I am allergic to quite a few perfumes (especially Calvin Kline's) and highly aromatic shampoos and would appreciate if you didn't use any on the days of class. Many thanks in advance.

Class Schedule/Readings.

January 4. Introductions. Course Overview. Photo Exercise. Keywords.

Readings for Next Week:

- Herbert Schiller. Foreward and Ch. 1 "Sources, Contexts, and Current Styles," of *Communication and Cultural Domination*. White Plains: M.E. Sharpe, Inc., 1976, p. 1 – 23.
- Daya Kishan Thussu. "The Historical Context of International Communication," in *International Communication: Continuity and Change*. New York: Oxford University Press, pp. 11 – 52.
- Peter Worsley. "Models of the Modern World-System," in Mike Featherstone (ed.). *Global Culture: Nationalism, Globalization and Modernity*. London: Sage Publications, 1991, pp. 83 – 95.

January 11. Relationship of international communications to communication/development studies – the Context for International Communications

Video: Distress Signals

Readings for Next Week:

- Daya Kishan Thussu. "Approaches to Theorizing International Communication," in *International Communication: Continuity and Change*. New York: Oxford University Press, pp. 53 – 82.
- Edward Said. "Introduction," to *Orientalism*. New York: Vintage Books, 1979, pp. 1 – 28.
- Benedict Anderson. "Introduction," of *Imagined Communities: Reflections on the Origin and Spread of Nationalism*. London: Verso, 1983, p. 11 – 16.

January 18. Learning the Discourse: Checking Out the Conceptual Vocabularies

In-class Video: Marilyn Waring - *If Women Counted*.

Readings for Next Week:

- Mustapha Masmoudi. "The New World Information Order," *Journal of Communications*. Spring, 1979.
- Sean MacBride. "Conclusions and Recommendations," *Many Voices; One World (MacBride Report)*. London: Unipub, 1980, pp. 253 – 275.
- Chart of the UN System.
- Appendix 4. Structure of the United Nations in Marilyn Waring. *Three Masquerades: Essays on Equality, Work and Hu(man) Rights*. Toronto: University of Toronto Press, pp. 182 – 185.
- John Tomlinson. Chapter 2, "Media Imperialism," in *Cultural Imperialism: A Critical Introduction*. Baltimore: The John Hopkins University Press, 1991, pp. 34 – 67.

Critique(s): _____

January 25. Toward a New World Information and Communications Order. UNESCO Debates on the Right to Communicate. The MacBride Commission Report. Class Debate on NWICO.

Readings for Next Week:

- Ien Ang. "(Not) Coming to Terms With Dallas," in Cynthia Schneider & Brian Wallis (eds.). *Global Television*. New York: Wedge Press, 1988, (10 pages).
- Colleen Roach. "The Movement for a New World Information and Communication Order: a second wave?" *Media, Culture and Society* (SAGE, London), Vol. 12 (1990), 283 - 307.
- Eric Schlosser. "Global Realization," in *Fast Food Nation: The Dark Side of the All-American Meal*. New York: Perennial Press, 2002, pp. 225 – 252.

Critique(s): _____

February 1. Media Imperialism/Audience Reception Debates

Readings for Next Week:

- Dwayne Winseck. "The Shifting Contexts of International Communication: Possibilities for a New World Information and Communication Order," in Mashood Bailie & Dwayne Winseck (eds.). *Democratizing Communication? Comparative Perspectives on Information and Power*. Cresskill, NJ: Hampton Press Inc., 1997, pp. 342 – 375.

- Cees J. Hamelink. 'The People's Communication Charter,' Internet Address: <http://www.traverse.com/NonProf/center/synapse32/charter1.html>
- David Goldberg. "The International Community as Media Regulator in Post-conflict Societies," in Marc Raboy, ed., *Global Media Policy in the New Millennium*. London: University of Luton Press, 2001, pp. 163 – 179.
- Keyen G. Tomaselli and George Gerbner. "The Viewers' Declaration of Independence. A manifesto of the Cultural Environment Movement – A Commentary," in *Communicatio*, 23(1) 1997 (73-78).

Critique(s): _____

February 8. International Communications Debates Since the MacBride Report. *Early deadline for submission of Final project proposals.*

Guest Lecturer: Adran Archer.

Readings for Next Week:

- Edward S. Herman and Robert W. McChesney. "Main Players in the Global Media System," in *The Global Media: The New Missionaries of Global Capitalism*. London: Cassell, 1997, pp. 70 - 105.
- Thussu, Chapter 3, pp. 82 – 118; Ch. 4, pp. 119 – 166.

Student Research on one of the Key and Alternative Current Players in the Global Media System.

Critique(s): _____

February 15. Media Players and Alternatives to the Global Economy. ***I might have to be away at a conference on this date, but I'm not certain yet. If I have to be away, I'll arrange for a guest with expertise in this area to be present for the class.***

Late deadline for submission of Final project proposals.

Readings for Break:

- Arjun Appadurai. "Disjuncture and Difference in the Global Cultural Economy," in Mike Featherstone (ed.). *Global Culture: Nationalism, Globalization and Modernity*. London: Sage Publications, 1991, pp. 295 - 310.
- Colin Sparks "Is there a global public sphere?" in Daya Kishan Thussu (ed.). *Electronic Empires: Global Media and Local Resistance*. New York: Arnold, 1998, pp. 108 – 124.

- Anthony D. Smith. "Towards a Global Culture?" in Mike Featherstone (ed.). *Global Culture: Nationalism, Globalization and Modernity*. London: Sage Publications, 1991, pp. 171 – 191.
- Thusso, Chapter 5. Communication and Cultural Globalization.

Critique(s): _____

February 22. Study Week – Catch up on Readings and Research

March 1. Imagining Global Cultures and Public Spheres

Readings for Next Week:

- Arjun Appadurai. "Here and Now," in *Modernity at Large: Cultural Dimensions of Globalization*. Minneapolis: University of Minnesota Press, 1996, pp. 1 – 23.
- Keith Negus and Patria Román-Valázquez, "Globalization and Cultural Identities," in James Curran and Michael Gurevitch (Eds.), in *Mass Media and Society*. 3rd ed. London: Arnold, 2000, pp. 329-345.
- Steven Feld. "A Sweet Lullaby for World Music," in Arjun Appadurai, ed. *Globalization*. Durham: Duke University Press, 2001, pp. 189 –216.

Critique(s): _____

March 8. The Intersection of Globalization and the Local.

Readings for Next Week:

Thussu, Chapter 6. Contraflow in Global Media, pp. 200 – 223.

- Ralph Nader and Lori Wallach. "GATT, NAFTA, and the Subversion of the Democratic Process," in Jerry Mander and Edward Goldsith. *The Case Against the Global Economy: and for a Turn Toward the Local*. San Francisco: Sierra Club Books, 1996, pp. 92 - 107.
- Annabelle Sreberny-Mohammadi and Ali Mohammadi. "Small media and revolutionary change: a new model," in *Media and Global Context*. Annabelle Sreberny-Mohammadi et al (ed.). Arnold: New York, 1997, pp. 220 – 234.
- Marc Raboy. "Introduction: Public Service Broadcasting in the Context of Globalization," in No. 111. Dave Atkinson and Marc Raboy et al (Eds.). *Public Service Broadcasting: the Challenges of the Twenty-first Century*. UNESCO: Paris, 1997, pp. 77 – 88.

Critique(s): _____

March 15. Global Governance of Common Information Goods: New Institutions and Terms of Reference – The WSIS Process

Guest Lecturer: Dr. Marc Raboy, Beaverbrook Chair in Ethics and Media, McGill University

Readings for Next Week:

- Thussu, Chapter 7. International Communication in the Internet Age, pp. 224 – 262.
- Darin Barney. “Network Society,” in *The Network Society*. Cambridge: Polity Press, 2004, pp. 1 – 33.
- Wendy Harcourt. “World Wide Women and the Web,” in David Gauntlett, ed. *web.studies: Rewiring Media Studies for the Digital Age*, Leeds: Arnold Press, pp. 150 – 158.
- Lorna Roth. “Reflections on the Colour of the Internet,” in Steven Hick, Edward F. Halpin and Eric Hoskins, eds. *Human Rights and the Internet*. London: MacMillan Press Ltd., 174 – 184.
- Marjorie Ferguson. “The Mythology about Globalization,” in *European Journal of Communication* (SAGE, London). Vol 7 (1992), 69 – 93.

Critique(s): _____

March 22. What is the Impact of an Internet-Mediated Society?

Readings for next week:

- Cynthia En Loe. “Diplomatic Wives,” in *Bananas Beaches & Bases: Making Feminist Sense of International Politics*. Berkeley: university of California Press, 1990, pp. 93 - 123.
- Angharad N. Valdivia. “Feminist Media Studies in a Global Setting: Beyond Binary Contradictions and Into Multicultural Spectrums,” in Angharad N. Valdivia, ed. *Feminism, Multiculturalism and the Media: Global Diversities*. London: Sage, 1995, pp. 7 – 29.
- Annabelle Sreberny--Mohammadi. “Women Communicating Globally: Mediating International Feminism,” in Donna Allen, Ramona R. Rush, Susan J. Kaufman (eds.). *Women Transforming Communications: Global Intersections*. Thousand Oaks: Sage Publications, 1996, pp. 233 - 242.

- Jan Nederveen Pieterse. "Globalization as Hybridization," in Mike Featherstone, Scott Lash and Roland Robertson, eds. *Global Modernities*. London: Sage Publications, 1995, pp. 45 – 68.

Critique(s): _____

March 29. Women in International Public Spheres. Catch-up on Presentations and Discussions.

Early deadline for final work submission.

April 5. Presentations. Late date for submission of Work.
Pot Luck Dinner at Lorna's.

NB: At the back of the Thussu book is an excellent Glossary and List of Resources.

You are also invited to consult the web sites of national and international organizations, such as:

www.un.org

www.worldbank.org

www.undp.org

www.oecd.org

www.unhcr.org

new address: www.unhcr.ch/

www.unesco.org

www.unesco.org/webworld

www.francophonie.org

www.globalknowledge.org

www.orbicom.com

www.dfait-maeci.gc.ca

www.acdi-cida.gc.ca

www.idrc.ca

www.nsi-ins.ca

*ITU:

<http://www.itu.int/>

*OECD:

<http://www.oecd.org/dsti/sti/it/index.htm>

*WTO:

<http://www.wto.org/>

COMMUNICATION STUDIES 634/2-02

MA Seminar on International Communications

Winter, 2006. Wednesdays 6:15 - 9:00 p.m

Office Hours - CJ-4.325. Wednesdays: 4 - 6:00 p.m. or by appointment.

Dr. Lorna Roth 848-2424 #2545

lroth@sympatico.ca or louanar4@yahoo.ca

Reading Table of Contents:

- Herbert Schiller. Foreward and Ch. 1 "Sources, Contexts, and Current Styles," of *Communication and Cultural Domination*. White Plains: M.E. Sharpe, Inc., 1976, p. 1 – 23.
- Peter Worsley. "Models of the Modern World-System," in Mike Featherstone (ed.). *Global Culture: Nationalism, Globalization and Modernity*. London: Sage Publications, 1991, pp. 83 – 95.
- Edward Said. "Introduction," to *Orientalism*. New York: Vintage Books, 1979, pp. 1 - 28.
- Benedict Anderson. "Introduction," of *Imagined Communities: Reflections on the Origin and Spread of Nationalism*. London: Verso, 1983, p.11 – 16.
- Mustapha Masmoudi. "The New World Information Order," *Journal of Communications*. Spring, 1979.
- Sean MacBride. "Conclusions and Recommendations," *Many Voices; One World (MacBride Report)*. London: Unipub, 1980, pp. 253 – 275.
- Chart of the UN System. From Marilyn Waring's book.
- Appendix 4. Structure of the United Nations in Marilyn Waring. *Three Masquerades: Essays on Equality, Work and Hu(man) Rights*. Toronto: University of Toronto Press, pp. 182 – 185.
- John Tomlinson. Chapter 2, "Media Imperialism," in *Cultural Imperialism: A Critical Introduction*. Baltimore: The John Hopkins University Press, 1991, pp. 34 – 67.
- Ien Ang. "(Not) Coming to Terms With Dallas," in Cynthia Schneider & Brian Wallis (eds.). *Global Television*. New York: Wedge Press, 1988, (10 pages).
- Colleen Roach. "The Movement for a New World Information and Communication Order: a second wave?" *Media, Culture and Society* (SAGE, London), Vol. 12 (1990), 283 - 307.

- Eric Schlosser. "Global Realization," in *Fast Food Nation: The Dark Side of the All-American Meal*. New York: Perennial Press, 2002, pp. 225 – 252.
- Dwayne Winseck. "The Shifting Contexts of International Communication: Possibilities for a New World Information and Communication Order," in Mashood Bailie & Dwayne Winseck (eds.). *Democratizing Communication? Comparative Perspectives on Information and Power*. Cresskill, NJ: Hampton Press Inc., 1997, pp. 342 – 375.
- Cees J. Hamelink. "The People's Communication Charter," Internet Address: <http://www.traverse.com/NonProf/center/synapse32/charter1.html>
- David Goldberg. "The International Community as Media Regulator in Post-conflict Societies," in Marc Raboy, ed., *Global Media Policy in the New Millennium*. London: University of Luton Press, 2001, pp. 163 – 179.
- Keyen G. Tomaselli and George Gerbner. "The Viewers' Declaration of Independence. A manifesto of the Cultural Environment Movement – A Commentary," in *Communicatio*, 23(1) 1997 (73-78).
- Edward S. Herman and Robert W. McChesney. "Main Players in the Global Media System," in *The Global Media: The New Missionaries of Global Capitalism*. London: Cassell, 1997, pp. 70 - 105.
- Arjun Appadurai. "Disjuncture and Difference in the Global Cultural Economy," in Mike Featherstone (ed.). *Global Culture: Nationalism, Globalization and Modernity*. London: Sage Publications, 1991, pp. 295 - 310.
- Colin Sparks "Is there a global public sphere?" in Daya Kishan Thussu (ed.). *Electronic Empires: Global Media and Local Resistance*. New York: Arnold, 1998, pp. 108 – 124.
- Anthony D. Smith. "Towards a Global Culture?" in Mike Featherstone (ed.). *Global Culture: Nationalism, Globalization and Modernity*. London: Sage Publications, 1991, pp. 171 – 191.
- Arjun Appadurai. "Here and Now," in *Modernity at Large: Cultural Dimensions of Globalization*. Minneapolis: University of Minnesota Press, 1996, pp. 1 – 23.
- Keith Negus and Patria Román-Valázquez, "Globalization and Cultural Identities," in James Curran and Michael Gurevitch (Eds.), in *Mass Media and Society*. 3rd ed. London: Arnold, 2000, pp. 329-345.
- Steven Feld. "A Sweet Lullaby for World Music," in Arjun Appadurai, ed. *Globalization*. Durham: Duke University Press, 2001, pp. 189 –216.

- Ralph Nader and Lori Wallach. "GATT, NAFTA, and the Subversion of the Democratic Process," in Jerry Mander and Edward Goldsith. *The Case Against the Global Economy: and for a Turn Toward the Local*. San Francisco: Sierra Club Books, 1996, pp. 92 - 107.
- Annabelle Sreberny-Mohammadi and Ali Mohammadi. "Small media and revolutionary change: a new model," in *Media and Global Context*. Annabelle Sreberny-Mohammadi et al (ed.). Arnold: New York, 1997, pp. 220 - 234.
- Marc Raboy. "Introduction: Public Service Broadcasting in the Context of Globalization," in No. 111. Dave Atkinson and Marc Raboy et al (Eds.). *Public Service Broadcasting: the Challenges of the Twenty-first Century*. UNESCO: Paris, 1997, pp. 77 - 88.
- Darin Barney. "Network Society," in *The Network Society*. Cambridge: Polity Press, 2004, pp. 1 - 33.
- Wendy Harcourt. "World Wide Women and the Web," in David Gauntlett, ed. *web.studies: Rewiring Media Studies for the Digital Age*, Leeds: Arnold Press, pp. 150 - 158.
- Lorna Roth. "Reflections on the Colour of the Internet," in Steven Hick, Edward F. Halpin and Eric Hoskins, eds. *Human Rights and the Internet*. London: MacMillan Press Ltd., 174 - 184.
- Marjorie Ferguson. "The Mythology about Globalization," in *European Journal of Communication* (SAGE, London). Vol 7 (1992), 69 - 93.
- Cynthia En Loe. "Diplomatic Wives," in *Bananas Beaches & Bases: Making Feminist Sense of International Politics*. Berkeley: university of California Press, 1990, pp. 93 - 123.
- Angharad N. Valdivia. "Feminist Media Studies in a Global Setting: Beyond Binary Contradictions and Into Multicultural Spectrums," in Angharad N. Valdivia, ed. *Feminism, Multiculturalism and the Media: Global Diversities*. London: Sage, 1995, pp. 7 - 29.
- Annabelle Sreberny--Mohammadi. "Women Communicating Globally: Mediating International Feminism," in Donna Allen, Ramona R. Rush, Susan J. Kaufman (eds.). *Women Transforming Communications: Global Intersections*. Thousand Oaks: Sage Publications, 1996, pp. 233 - 242.
- Jan Nederveen Pieterse. "Globalization as Hybridization," in Mike Featherstone, Scott Lash and Roland Robertson, eds. *Global Modernities*. London: Sage Publications, 1995, pp. 45 - 68.